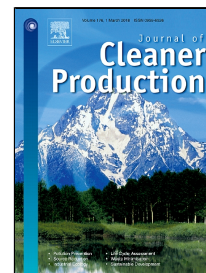


Accepted Manuscript

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PII: S0959-6526(18)30204-X
DOI: 10.1016/j.jclepro.2018.01.182
Reference: JCLP 11862
To appear in: *Journal of Cleaner Production*
Received Date: 22 February 2017
Revised Date: 10 January 2018
Accepted Date: 22 January 2018

Please cite this article as: Carmen Jaca, Vanessa Prieto-Sandoval, Evangelos Psomas, Marta Ormazabal, What should consumer organizations do to drive environmental sustainability?, *Journal of Cleaner Production* (2018), doi: 10.1016/j.jclepro.2018.01.182

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What should consumer organizations do to drive environmental sustainability?

Carmen Jaca ^{a,*}, Vanessa Prieto-Sandoval ^a, Evangelos Psomas ^b, Marta Ormazabal ^a

^a *University of Navarra, Tecnun. School of Engineers, San Sebastian, Spain.*

^b *School of Business Administration, University of Patras, Agrinio, Greece.*

**Corresponding author: Carmen Jaca, cjac@tecnun.es Tel. +34 943 219 877.*

Abstract

The growing complexity of environmental issues and its connection with the way in which society is consuming make essential to understand the extent of the consumers' awareness regarding the sustainable aspects. Therefore, the aim of this study is to explore the motivations of sustainable consumers and how those motivations should be considered by consumer organizations for improving their purposes and services to drive environmental sustainability. The research presents a content analysis of the websites of 30 Ibero-American organizations that promote sustainable consumption habits, classifying those organizations according to their purposes and services based on the six dimensions of consumer sustainability awareness. Then, a questionnaire was sent to a sample of Spanish-speaking consumers of sustainable products in order to assess their motivations for choosing environmentally friendly products or services. Then, an analysis was performed by comparing both results. As a result, the study offers new knowledge about the perception of sustainability consciousness across Spanish-speaking consumers and of the purpose of consumer organizations. It also provides valuable information for companies and marketers who wish to align their eco-innovation strategies with green consumers' motivations.

Key words: Green consumers, consumer organization, consumer sustainability awareness, circular economy, survey.

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